

Professional and Managerial Branch
Water Utilities Administration Group
General Administration Series

WATER CONSERVATION MANAGER

2/03 (AM)

General Purpose

Under general direction, develop and administer the Water Utility's water conservation program to reduce use through non-rate structure incentives.

Typical Duties

Plan, develop and organize water conservation activities, customer water use practices and other related programs. Involves: Identify water conservation measures and practices to improve water use efficiency. Identify and secure private and public sector financing through grant writing process and administering grants as required. Establish methods to enforce water conservation ordinance and drought management plan. Recommend on proposed water conservation, irrigation systems and landscape design regulation proposals to Utility board of directors and management. Write technical reports, publications and proposed regulations and ordinances.

Implement, coordinate and evaluate assigned functions. Involves: Direct public awareness and education activities through advertising and media placement, presentations to community groups and other audiences, and water conservation hotline activities. Initiate and carry out collaborative water conservation efforts with regional, community and customer service area water industry groups, and public and private agencies by arranging, advising and training on related issues. Direct water audits and oversee enforcement of water conservation ordinances. Review irrigation system and landscape plans. Analyze water use data to evaluate program activities and recommend changes as appropriate. Collaborate on program issues with other Utility staff. Oversee advertising expenditures, bid specification preparation and develop copy for release.

Supervise assigned supervisory and non-supervisory professional and administrative support employees. Involves: Schedule, assign, instruct, guide and check work. Evaluate employee performance and review appraisals prepared by subordinates. Arrange for or engage in employee training and development. Enforce personnel rules and regulations, standards of conduct, work attendance, and safe working practices. Counsel, motivate and maintain harmonious working relationships among subordinates. Recommend staffing and employee status changes. Interview applicants and recommend selection.

Perform related professional and managerial duties as assigned. Involves: Substitute for subordinates during temporary absence to maintain continuity of services, or for coworkers regarding designated issues, if assigned. Prepare and administer annual water conservation budget. Investigate complaints and recommend appropriate action to resolve problems. Prepare informational literature, press releases and correspondence.

Knowledge, Abilities, and Skills:

- Considerable knowledge of water conservation principles, methods and techniques.
- Good knowledge of landscape and irrigation system design and materials.
- Good Knowledge of public information programs and public relations, research methods and techniques.
- Good knowledge of supervisory techniques, budgeting practices and procedures.
- Ability to develop and administer a comprehensive water conservation program.
- Ability to design and prepare promotional materials for a bilingual market.
- Ability to perform statistical analysis and develop and implement management reporting processes that support systematic program evaluation and workload forecasting.
- Ability to establish and maintain effective working relationships with fellow employees, officials, the public, water industry groups and other agencies involved in promoting water conservation.
- Ability to communicate clearly and concisely, orally and in writing, to deliver public presentations, compose articles, presentation scripts, speeches, reports and letters.
- Skill in safe use and care of personal computer or network work station, including word processing, spreadsheet and graphic software programs.
- Skill in the safe care and operation of a motor vehicle through city traffic.

Other Job Characteristics

- Work evenings and weekends as necessary.

Minimum Qualifications

Training and Experience: Equivalent to a combination of an accredited Bachelor's Degree in Water or Natural Resource Management, Business or Public Administration, Planning, Environmental Science, Horticulture, Marketing, Public Relations or a related field, plus three (3) years professional experience in water resource planning, water or natural resource conservation programming, or in developing related community outreach, marketing or public information programs.

Licenses and Certificates: Texas Class "C" Drivers License, or equivalent issued by another state.

Human Resources Director

Department Head

OFFICIAL